

### Sugar Smart Survey Results

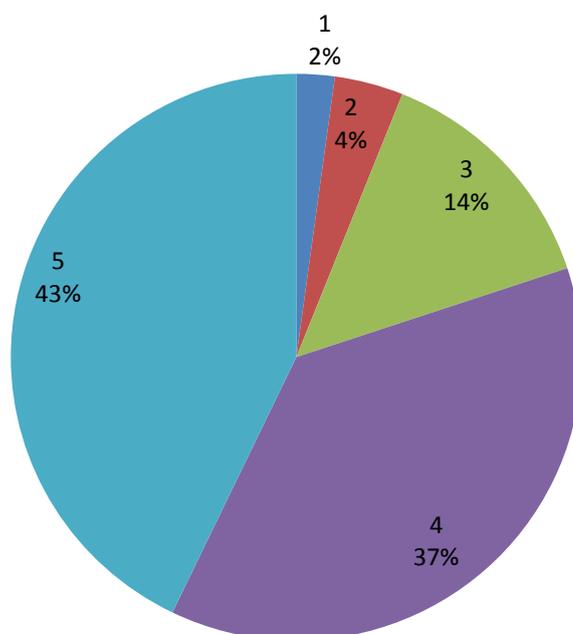
The Sugar Smart Survey aimed to obtain local views on sugar consumption and the types of actions that should be taken in Bath and North East Somerset as part of the Sugar Smart campaign.

This document shows the basic analysis of results from the survey which attracted 233 responses from local people between 3<sup>rd</sup> August – 1<sup>st</sup> October 2017. The results will help us to shape the campaign in a way that is important to local people.

**Question 1: How concerned are you about added sugar in food and drink (1 = not at all concerned, 5 = very concerned)**

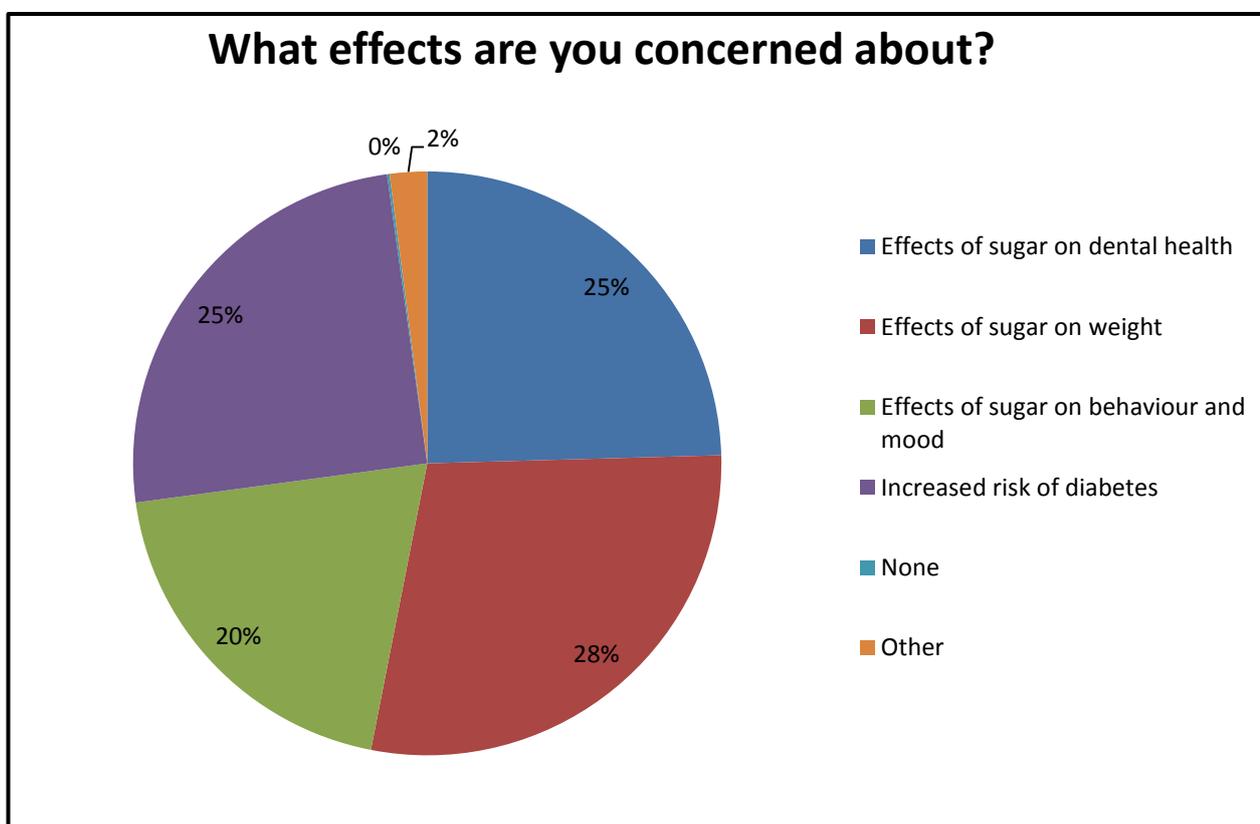
	1	2	3	4	5
<b>How concerned are you about added sugar in food and drink (1 = Not all concerned, 5 = Very concerned)</b>	2%	4%	14%	37%	43%

### **How concerned are you about added sugar in food and drink**



**Question 2: What effects are you concerned about?**

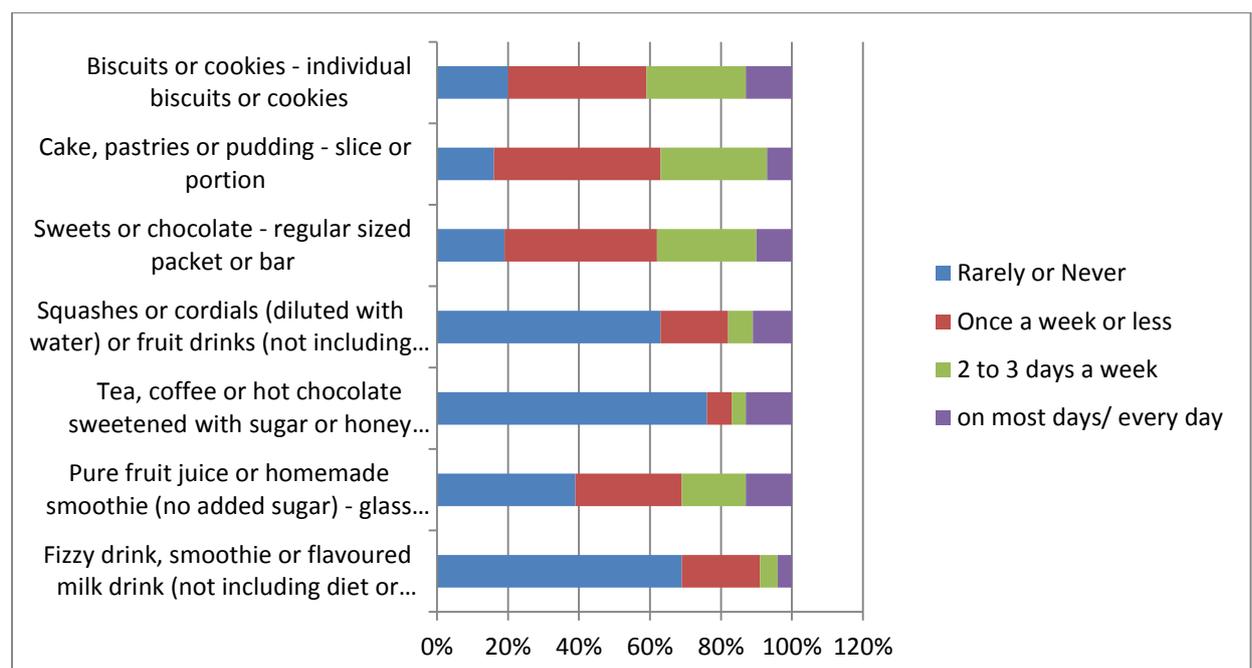
	Effects of sugar on dental health	Effects of sugar on weight	Effects of sugar on behaviour and mood	Increased risk of diabetes	None	Other
What effects are you concerned about?	25%	28%	20%	25%	0%	2%

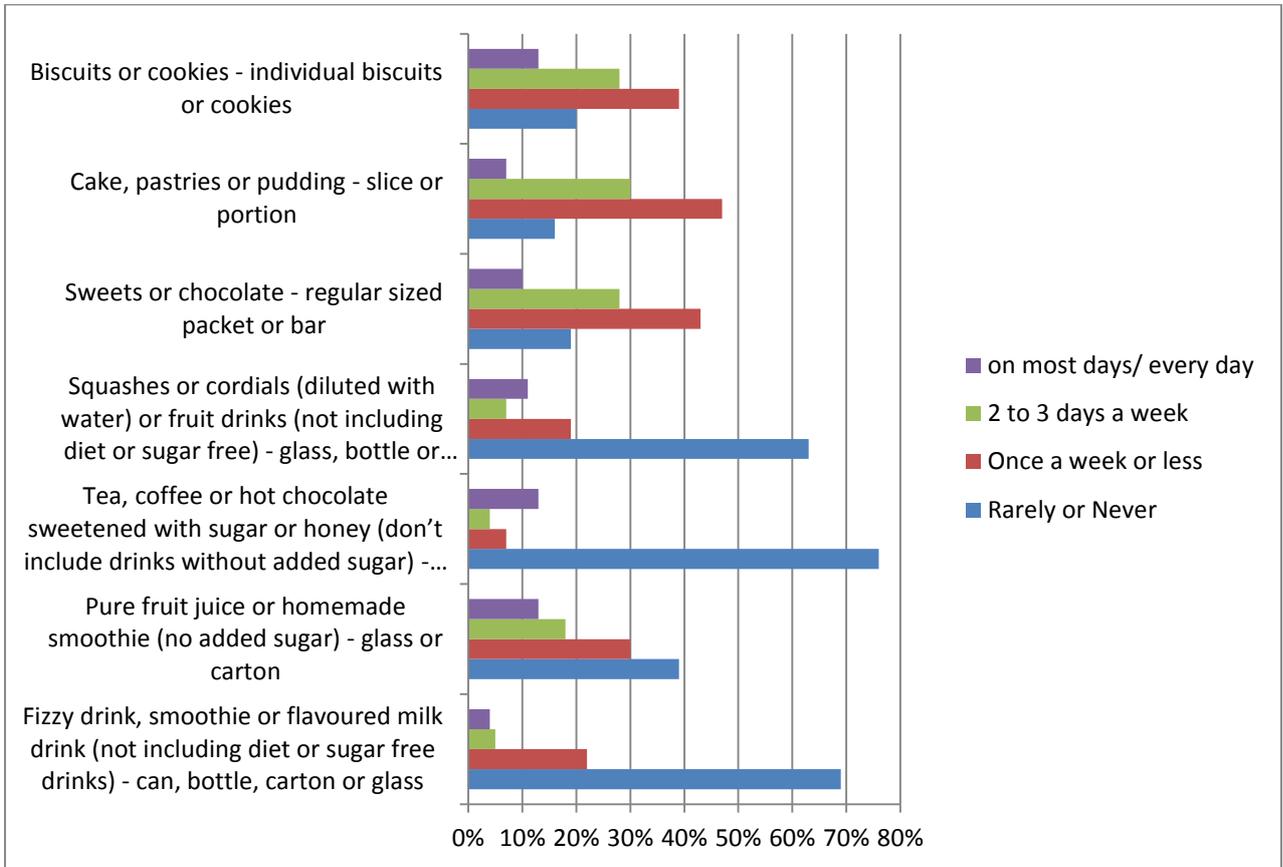


<b>Other effects that participants are concerned about</b>	Effects of sugar on addiction
	Effects of sugar on mental health
	Effects of sugar on skin, complexion and the ageing process
	General health effects of sugar

**Question 3** - On average, in a week, how many of the food and drinks below do you have?

On average in a week, how many of the food and drinks below do you have?	Rarely or Never	Once a week or less	2 to 3 days a week	on most days/ every day
<b>Fizzy drink, smoothie or flavoured milk drink (not including diet or sugar free drinks) - can, bottle, carton or glass</b>	69%	22%	5%	4%
<b>Pure fruit juice or homemade smoothie (no added sugar) - glass or carton</b>	39%	30%	18%	13%
<b>Tea, coffee or hot chocolate sweetened with sugar or honey (don't include drinks without added sugar) - cup</b>	76%	7%	4%	13%
<b>Squashes or cordials (diluted with water) or fruit drinks (not including diet or sugar free) - glass, bottle or carton</b>	63%	19%	7%	11%
<b>Sweets or chocolate - regular sized packet or bar</b>	19%	43%	28%	10%
<b>Cake, pastries or pudding - slice or portion</b>	16%	47%	30%	7%
<b>Biscuits or cookies - individual biscuits or cookies</b>	20%	39%	28%	13%

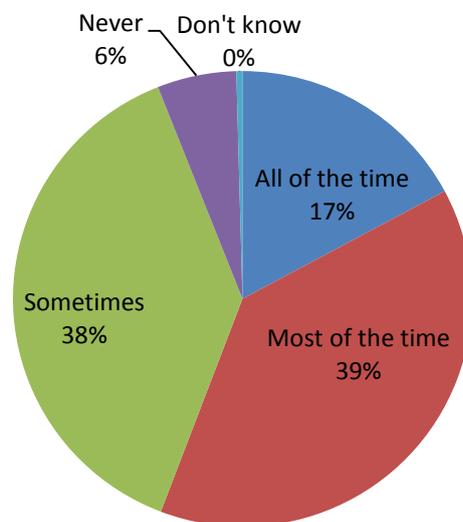




**Question 4: Does the amount of sugar in products influence what you buy?**

	All of the time	Most of the time	Sometimes	Never	Don't know
Does the amount of sugar in products influence what you buy?	17%	39%	38%	6%	0%

**Does the amount of added sugar in products influence what you buy?**

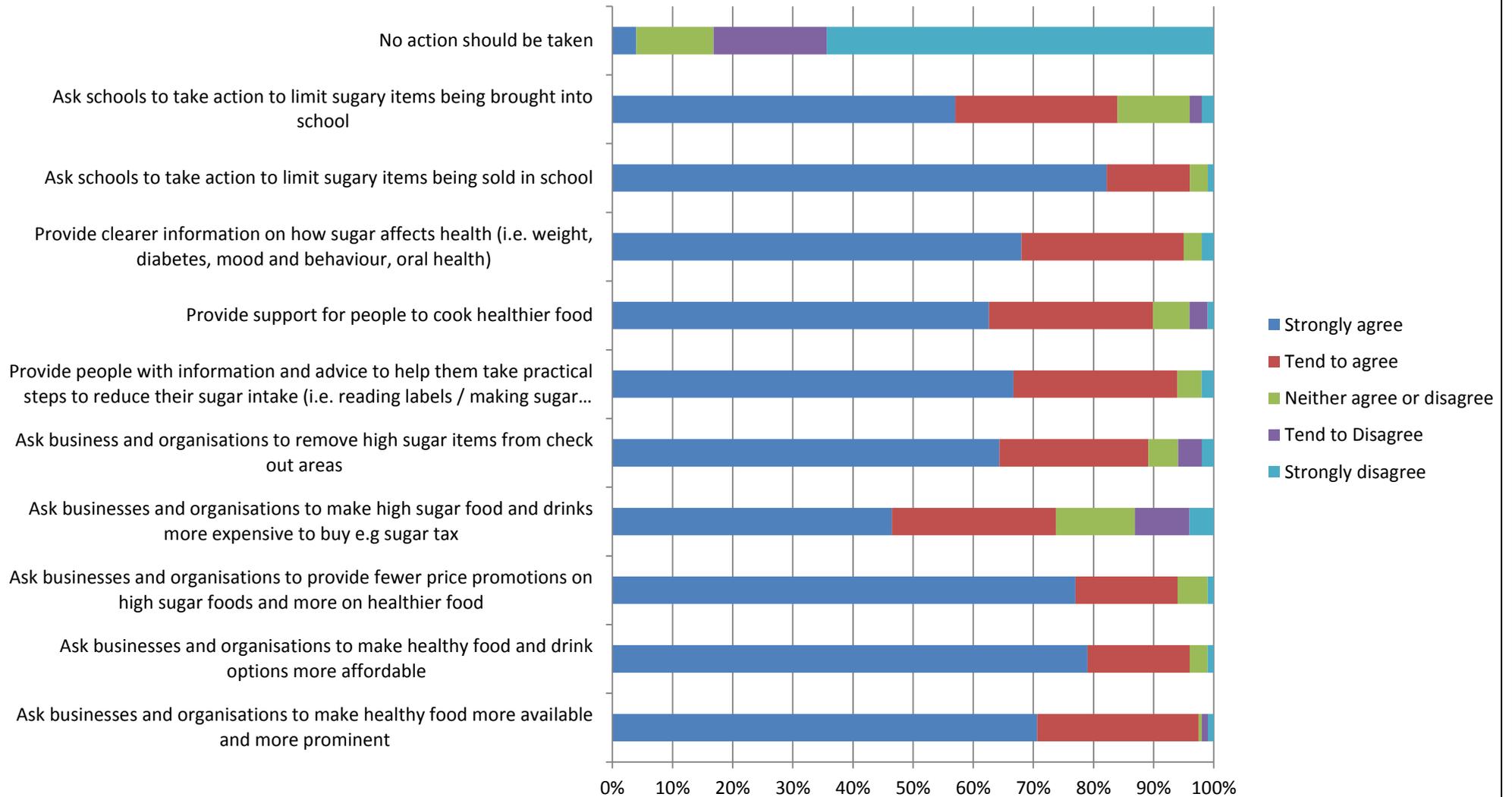


**Question 5: Do you agree/ disagree that it would be a good idea to introduce the following initiatives in Bath and North East Somerset**

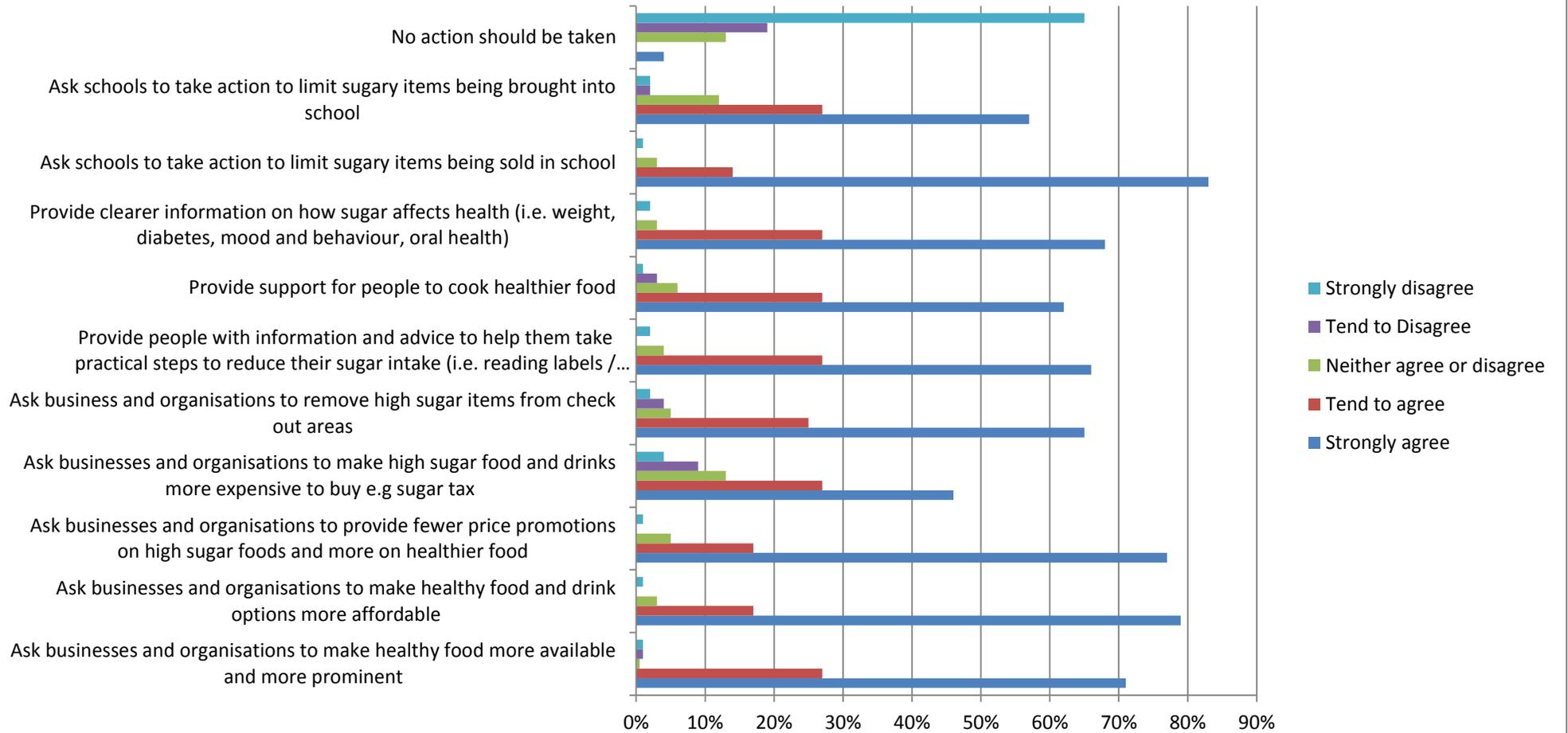
<b>Potential initiatives</b>	<b>Strongly agree</b>	<b>Tend to agree</b>	<b>Neither agree or disagree</b>	<b>Tend to Disagree</b>	<b>Strongly disagree</b>
<b>Ask businesses and organisations to make healthy food more available and more prominent</b>	71%	27%	0%	1%	1%
<b>Ask businesses and organisations to make healthy food and drink options more affordable</b>	79%	17%	3%	0%	1%
<b>Ask businesses and organisations to provide fewer price promotions on high sugar foods and more on healthier food</b>	77%	17%	5%	0%	1%
<b>Ask businesses and organisations to make high sugar food and drinks more expensive to buy e.g sugar tax</b>	46%	27%	13%	9%	4%
<b>Ask business and organisations to remove high sugar items from check out areas</b>	65%	25%	5%	4%	2%
<b>Provide people with information and advice to help them take practical steps to reduce their sugar intake (i.e. reading labels / making sugar swaps/ spotting hidden sugars etc.)</b>	66%	27%	4%	0%	2%
<b>Provide support for people to cook healthier food</b>	62%	27%	6%	3%	1%
<b>Provide clearer information on how sugar affects health (i.e.</b>	68%	27%	3%	0%	2%

Potential initiatives	Strongly agree	Tend to agree	Neither agree or disagree	Tend to Disagree	Strongly disagree
weight, diabetes, mood and behaviour, oral health)					
Ask schools to take action to limit sugary items being sold in school	83%	14%	3%	0%	1%
Ask schools to take action to limit sugary items being brought into school	57%	27%	12%	2%	2%
No action should be taken	4%	0%	13%	19%	65%

## Potential initiatives



### Potential initiatives



Other initiatives and comments proposed by participants included:
Improve food and drink product labelling
Reformulate high sugar products to reduce sugar content
Provide people with information and advice about sugar including the amounts of sugar in food and drink products
Provide specific support to groups with additional/ specific needs
Provide people with opportunities to learn cooking and growing skills
Provide healthier catering and educational engagement sessions in educational settings
Collaborate with other partners and organisations
Provide healthier catering in key organisations
Refrain from promoting artificial sweeteners in place of sugar
Refrain from implementing a local sugar tax

**Question 6: Would you like to be involved in helping to make Bath and North East Somerset Sugar Smart?**

	Yes	No	Don't know
Would you like to be involved in helping to make Bath and North East Somerset Sugar Smart	19%	40%	41%

**I would be able to:**

	Get one (or more) organisations involved	Use social media such as Twitter, Facebook or blogging to raise awareness about the Sugar Smart campaign	Involve my local community in consultations	Other
I would be able to	14%	44%	17%	25%

## Participant Demographics

**Q7. Which of the following describes you best?**

Male	Female	Unsure	Prefer not to say
21%	77%	0%	1%

**Q8. What was your age at your last birthday**

Age	12 – 17	18 – 24	25 – 34	35 – 44	45 – 54	55 – 64	65 – 74	75+	Average Age
	<1%	12%	15%	24%	24%	17%	5%	<1%	<b>43</b>

**Q.10 Are your day to day activities limited because of a health problem or disability**

Yes, limited a lot	Yes, limited a little	No
2%	10%	88%

**Q11. How would you define your ethnic group (please tick one box only)**

White - English/Welsh/Scottish/Northern Irish/British	Any other white background	Black/African/Caribbean/Black British	Asian/Asian British	Other ethnic group	Mixed/Multiple ethnic groups	Prefer not to say
<b>87%</b>	<b>7%</b>	<b>1%</b>	<b>&lt;1%</b>	<b>1%</b>	<b>1%</b>	<b>3%</b>

**Q12. What is your postcode (wards shown)**

<b>Ward</b>	<b>Percentage</b>
Abbey	1%
Bathavon North	2%
Bathavon South	0%
Bathavon West	1%
Bathwick	2%
Chew Valley North	1%
Chew Valley South	0%
Clutton	0%
Combe Down	2%
Farmborough	0%
High Littleton	1%
Keynsham East	1%
Keynsham North	2%
Keynsham South	1%
Kingsmead	4%
Lambridge	3%
Lansdown	1%
Mendip	1%
Midsomer Norton North	3%
Midsomer Norton Redfield	3%
Newbridge	1%
Odd Down	3%
Oldfield	4%
Paulton	2%
Peasedown	2%
Publow and Whitchurch	1%

<b>Radstock</b>	<b>3%</b>
<b>Saltford</b>	<b>3%</b>
<b>South Down</b>	<b>1%</b>
<b>Timsbury</b>	<b>1%</b>
<b>Twerton</b>	<b>1%</b>
<b>Walcot</b>	<b>1%</b>
<b>Westfield</b>	<b>2%</b>
<b>Westmoreland</b>	<b>5%</b>
<b>Weston</b>	<b>2%</b>
<b>Widcombe</b>	<b>3%</b>
<b>Postcodes outside of Bath and North East Somerset</b>	<b>15%</b>
<b>No postcode given</b>	<b>17%</b>

